

FULL MOON

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***** NOVEMBER, 1976 *****

New Principal Speaks About Challenges on Campus

by Seville A. Farley

Students who come from foreign countries do not easily fit into the Canadian educational system.

This is the opinion of Mr. Malcolm Sykes, the new principal at St. James. This, he said, was because the educational background of the non-Canadian students was different — consequently rendering it difficult for the newly arrived student to “fit in” to the Canadian pattern.

The congenial administrator who obtained his B.A. and his Masters in Education at the University of Toronto declared that he was quite willing to sit down and talk with foreign students, and was optimistic that difficulties “would be overcome” if students tried a little harder to adapt to “the system we have here”.

Describing foreign students on campus as “eager” and “courteous”, the new chief realistically added that there were some “difficulties”.

He cites the case of the immigrant student who felt that he was penalized not because of his ability, but because of his race.

“That’s a difficult area,” he admitted; adding that the majority of non-Canadian students are an asset to the college, and the cultural mosaic is appreciated.

The former chief engineer of Arro Aircraft Industry taught in High School for about two years and has been in the College System for about seventeen and a half years. Speaking about his new sphere of activities at St. James, he cited “lack of coordination” as one of the biggest challenges he faces here. “There is a need for integration of activities on Campus,” he opined; adding further that he would like to see more communication between college bodies.

Outlining the present Ontario College System, the one-time jig and tool apprentice who saw service during the last war, explained that formerly, students gravitated from Grade 12 to University, but the present system fills the gap between High School & University, and prepares young people and adults for industry.

He stated that our campus

caters for eighteen hundred and forty-six full-time students — about half of them sponsored by Manpower — and it was opened in November 1967.

Declaring that we are very economical he explained that our operating budget is “one of the lowest” of all Ontario Colleges.

Questioned about the estimation that the Ministry has about this College, Mr. Sykes expressed his opinion that he believes that they are satisfied with our performance.

He also indicated that on the whole employees find that George Brown students are “well prepared”.

Referring to our academic programmes he asserted that “we are very pragmatic” since “our first duty is to get employment for students”.

The affable executive who immigrated to Canada from England in 1956, stated that he was “excited” about his term of office here, and has found everyone to be “helpful”.

However, he reiterated his theme of improvements in communism between the



Mr. Sykes — Principal.

various entities on Campus. “We must have continuous exchanges. At the moment people are not talking enough,” he asserted, indicating that he expects individual views — even those which may be diametrically opposed to his.

He would like to see us act “in concert” and the last thing he desires is misunderstanding, “arising from lack of communication.”

Queried about the character after whom our college is named, Mr. Sykes directed this reporter to two volumes on the life and work of George Brown by J.M.S. Careless, who in part described the Scottish man as one who “accepted journalism as a fiercely serious business always in the firm conviction of its public duty to expose wrong-doing and fight to the utmost for the true cause of the people his own cause.”

Questioned about improvements he would like to see made on Campus, Mr. Sykes indicated that he would like to see the staff make a positive effort to get to know students better. “A deliberate attempt should be made to ensure that students are not ignored in the corridor.”

The holder of the Type A teacher’s Ontario Certificate affirmed that students should be taught how to cope with life in general, “By precept and example,” indicating that instructors could be of invaluable help in this respect.

Asked about the inclusion of non-related subjects in class schedules, Mr. Sykes alleged that subjects such as civics and drama cannot be easily included in classroom curriculum, “because of the way we are structured.”

Our programs are essentially mainly skill-related, and adding more subjects would constitute “a heavy load for the student,” he added.

Lastly, Mr. Sykes who was the epitome of courtesy during his half-hour interview, was called to give his opinion about the Full Moon indicated that he considered it a “satisfactory production”, and it is his hope that we would “try to be responsible” and not fear to make mistakes.

We must “help each other” was his parting advice.

HOT FOOD SECTION

Big “D”

Yes, it is true. We finally have a place to eat a proper meal in comfortable surroundings. It is not just a lunchroom, but a genuine cafeteria. The room is set up in 4 different sections although only the cold food and hamburger sections are open at the present.

On Wednesday, October 20th, a student council meeting was held. At the meeting a couple of students complained that the hamburger section was serving cold food. The next day, Thursday, I decided to try the food to form my own opinion.

I entered the cafeteria and walked directly towards the hamburger section. The area is a sight for sore or hungry eyes. It was clean and open,

making almost everything visible. The menu is located directly above, exposed to an easy, wide view. I quickly glanced over the items offered and at their prices and to my satisfaction, everything was reasonably inexpensive.

The G.B. Burger caught my eye. I had heard that the burger was of the same concept as McDonalds “Big Mac”. I ordered the G.B. Burger and two orders of french fries, being a fries fanatic. While waiting for a very short period, I happened to notice that many hamburgers were pre-made and pre-packaged. The fries were previously cooked and presently lying on the table.

I picked up my items and sat down for couple minutes

while waiting for a friend. Since it was 11:30 a.m., four long hours after breakfast, I decided to try my burger. To my surprise, the hamburger was at room temperature. Discouraged, I took a few french fries which looked very appetizing. They tasted as though they just came from cold storage.

Since starvation was overcoming my body, I walked to class while eating lunch without any enjoyment at all.

Most people eat to live, but I most definitely, live to eat. I can understand that the employees of the cafeteria are new at this kind of job, and I’ll bear with them. After a couple of weeks have passed, I’ll try again. Until then, back to peanut butter and jam sandwiches.

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- If you have a piece of jewellery in need of repair — have it repaired
- If you have unhappy with the design of one of your pieces of jewellery, have it re-designed.

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ables us to provide a service in jewellery repair to staff and students at a minimum cost.

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The American Marketing Association

GEORGE BROWN CHAPTER

BY DAVID SINGH
AND DANNY OSBORN

An investment in the American Marketing Association is an investment in the future of the George Brown College Business student. You can only get out of an education what you put in. "Nothing comes from nothing."

What Do We Offer

- 1) An organization which is supported by the George Brown College Business Administration.
- 2) A.M.A. speakers to give you an accurate and up-to-date picture of the business world.
- 3) The opportunity to establish business contacts for possible job opportunities.
- 4) Job seeking counselling.
- 5) Films to enhance your business knowledge.
- 6) Field trips.
- 7) An opportunity to provide members with the chance to use their executive skills (public speaking, human relations, decision making and problem solving, business and time organization, leadership and supervision skills).
- 8) The use of this experience in your business resume.
- 9) The opportunity to discover your own abilities and limitations.
- 10) A.M.A. workshops and dinners.

This is the American Market- ing Association

The Association and its members:

The American Marketing Association is an individual member professional Association dedicated to the advancement of science in marketing. It was established under its present name in 1937 as the result of a merger to two earlier organizations working toward the same goal. The older predecessor unit was founded in 1915. Currently the Association includes over 14,000 individual members, many of whom hold memberships in one of the 66 local chapters in the United States and Canada. Student membership accounts for approximately an additional 5,000 members.

The A.M.A. draws its membership predominantly from (1) marketing management and senior marketing staff personnel, (2) marketing research, (3) marketing service agencies, such as management consultants, advertising agencies, media research, and research service companies, (4) university and college facilities, and (5) agencies of federal and state governments.

Each of its members may be said to have three broad areas of interest in marketing:

- (1) in marketing as a whole, its institutions, organization impact on public policy and social welfare, etc.
- (2) in the marketing problems of particular industries and industry groups with which the member is or has been associated (e.g. agricultural marketing, the construction industry, financial services, chemicals, etc.)
- (3) in the marketing functions in which he is engaged (advertising, marketing research, education, etc.)

A.M.A. members are members of the Association as a whole and may participate in or benefit from all activities undertaken by the Association. They are not members in the narrow sense of industry of functional Sections and Committees. It is expected, however, they will want to participate in and contribute to the work of the Sections and Committees active in the fields of their special interests. They are encouraged to do this, for their participation will increase the values they receive from A.M.A. and contribute to a strengthening of the Association's total program.

Association Activities:

1. Chapters

The Association achieves its objectives in a number of ways. Local chapters are located in all major cities of the United States and Canada, from Boston to San Diego and from Miami to Vancouver. Typically, they hold meetings once a month at which key marketing issues of the day are discussed in depth. There may be a formal address or presentation by a leading marketing scholar or business man, or there may be a forum discussion or half-day or full-day workshop or seminar. A few chapters schedule evening courses in some advanced aspect of marketing; the larger ones may split into groups holding separate meetings or programs on which subjects as advertising, international marketing or industrial marketing. Most chapters undertake some degree of placement activity for members looking for jobs or seeking new personnel for their staffs.

Because chapters vary greatly in size, the number and variety of functions carried on must also vary. But all maintain the high professional standards to be expected of an Association of this kind. Participation in the chapter en-

riches the member's contacts in his own area and helps keep him alive to the development of marketing as a whole.

Liaison is maintained between individual chapters and the national organization in several ways. Each national director is responsible for providing an effective liaison with three or four chapters. The Association's Executive Director and central office personnel provide substantial operating support to chapter officers. The Association Development Division provides general guidance for chapter operation and supplies materials and ideas designed to increase chapter effectiveness.

2. Conferences

A rich, varied and increasingly well integrated program of Conferences is sponsored by A.M.A. The annual International Conference of the Association is held in the spring of each year, the meeting site changing annually to improve opportunity for attendance, at least periodically, by all members.

The typical International Conference embodies some 30 to 35 sessions spread over three days. It is designed to cover the entire field of marketing. There are always a series of general sessions dealing with broad and basic marketing issues — the economics of marketing, marketing and government policy etc. But the committees and sections of the industry and functional Divisions also arrange for sessions in their own areas. Thus, there may be six or eight sessions on marketing research, a like number on various aspects of marketing management, and four or five on industrial marketing.

It is Association policy to incorporate in these conferences a review of the most important recent contributions to marketing in each field and addresses by the ablest, most thought-provoking speakers of the day. Through these conferences, members not only satisfy the interests they have in their own specific fields, but gain improved perspective regarding marketing as a whole.

In addition to the International Conference there are a number of A.M.A. special conferences, each of particular significance to a portion of our membership. The oldest and best established of these is the Marketing Education Division Conference held in late August. It is similar in format and might also be considered an International Conference.

Exceptionally fine one and

two day conferences also are sponsored by Divisions as well as by the individual chapters.

These conferences collectively offer an extraordinarily rich opportunity for A.M.A. members to meet their peers, contribute to or keep up with the most advanced thought in the area of their special interests, and find stimulus for their work.

3. Professional Journals

The Journal of Marketing is known worldwide and has a circulation of over 25,000. The Journal is published quarterly for marketing practitioners, businessmen interested in marketing, and teachers and students of marketing. The objective is to make available to these readers information about new discoveries, techniques, ideas, and trends in marketing. A subscription is part of membership.

The Journal of Marketing Research is one of the leading journals in the field. Published quarterly, it focuses upon the latest ideas and developments in marketing research. Its articles deal with philosophical, conceptual or technical aspects of marketing research and its applications. Members may subscribe for one-half the usual subscription rate.

4. Publications Professional Publications

The American Marketing Association publishes an impressive array of books, bibliographies, monographs, and proceedings covering all phases of marketing. Members may purchase most publications at a substantial discount.

The Marketing News

For a number of years the Marketing News was primarily a house organ, reporting on the Association's activities, officers, committee appointments, division and chapter activities. As times change so too does the Association. Today there is much more marketing news in the Marketing News: FTC, FCC, FDA, EPA, franchise marketing, consumerism, ecology, ecobacklash, recycling, new products, new books, new media, new ways to reach markets here and abroad are covered.

Recent new columns and features include Product Management VIEWPOINT, Washington Wrap-Up, WORLD ROUND-UP; and the stimulating quotations of Marketing Remarks. The Marketing News still covers the Association's activities and conferences. They're im-

portant to marketing as well as to the Association. That's what we're all about: Marketing. It's our middle name.

Membership Roster

The Association's Directory of Marketing Services and Membership Roster is practically a "Who's Who" in marketing. It is published every two years and is included as a part of membership.

5. Other Services

The special project carried on by A.M.A. are so many and varied as to defy listing or simple classification. They include such things as cooperation with the Bureau of the Census in planning various censuses, a survey of the scope and functions of marketing research, and continuous operation of a personnel placement service for academic members. Such projects originate in the chapters, in sections or committees, in our central offices, and among the members themselves. The Association leadership always welcomes new ideas that will serve the needs of the members and meet the objectives of the organization.

Association Organization

Member's industry and functional interests are recognized in the structure of the national organization through specialized activities of the divisions and committees.

Recipes to eat well and keep fit

by Rosemarie Peikes

OATMEAL COOKIES

3 cups oatmeal
1 cup sugar
1/2 lb. margarine
2 eggs
1-1/2 cups flour
4 t. baking powder
6 t. milk
2 t. vanilla
Mix sugar and oatmeal — melt margarine and when cool add beaten eggs — add flour and b.p., milk and vanilla. Drop by small teaspoons. Bake at 375F for 10-15 minutes.

A.M.A. October Dinner Meeting

By David Singh

Canada should not rush into pay T.V., according to Keith Campell, vice-president, Broadcasting and Corporate Developments for Maclean Hunter Ltd., speaking at the A.M.A. October dinner. If and when pay T.V. does arrive it should be highly regulated by the Federal government, under the office of the C.R.T.C.

The governments official statement reads: "...our task will be to maximize pay television's potential benefits for the Canadian broadcasting system while achieving these major objectives:

1. Pay T.V. must provide a range of programming which does not now duplicate that now being offered by broadcasters and must do so without siphoning programs from the broadcasting system;

2. It must ensure production of high quality Canadian programs which Canadians will watch;

3. It must ensure that programs are produced in Canada for international sale."

In summary of the above, the programs on pay T.V. will have to be entirely of Canadian content and must not show programs now being aired on Canadian broadcasting systems.



Some interesting facts: Canadians spend 60% of their television viewing, watching American programs. The reason the Americans have all the top notch programs is simply because they have four times the amount of money Canadians have to spend on programming. The American networks spend one-quarter to one-half a million dollars for one episode of programs such as "Barretta"

or "All In the Family". If C.R.T.C. doesn't allow American infiltration, Canadian pay T.V. will be of little success.

Broadcasting stations make their money from advertisers who pay according to the size of audience. If pay T.V. is implemented the size of audience would be divided. As a result, television rates will decrease and less money will be available for Canadian pro-

duction.

These monthly dinner meetings are held at the Park Plaza Hotel at Avenue Road and Bloor Street, cocktails at 5:30, dinner at 6:15. (Look at Coming Events on this page for next month's date). George Brown College usually has a good representation but we would like it to be better. If interested get in touch with Mr. Stamp, room number 368, for reservations.

THE SOAPBOX

Hello.

My name is Shelagh Hetherington, I'm a Secretarial Science student here at St. James, and the Soapbox is to be my vehicle to share with you my many and varied opinions about the goings on at this campus. Although I'm a first semester student here, this is not to imply that I'm new to the business of being a student. Of the nine years since I left high school, some seven have seen me as a student of some kind or another. I assure you it can be a rewarding career, if somewhat poorly paid.

Now that we've been formally introduced... I had my first direct contact with the workings of the J.S.C. at its meeting October 20. My initial reactions were on the whole positive: the meeting was well organized, it started and ended on time, the general level of discussion was high.

However, I have one serious criticism, a matter of procedure. Most legislative bodies require that motions be debated and voted on. Yet less than an hour after first seeing the proposed budget, (many of the figures, by the way, did not agree with figures quoted in previous minutes) the J.S.C. was asked to approve or disapprove expenditures in excess of thirty thousand dollars.

Please do not misunderstand — the budget as presented by J.S.C. President David Singh seemed reasonable; but by definition we were shown only one side of what must be a many sided issue. There are many questions to which Council should have addressed themselves, for example, what are the criteria used for club assessments? These criteria should be set by J.S.C. as a whole, then followed in negotiations with the clubs by the executive. In the past, I have been involved with at least seven different budget debates in four different student organizations. This is the first budget I have ever seen passed with no amendments.

Council members have a duty to inform themselves, and to give careful consideration to issues before making decisions.

Their constituents have a right to be informed on the specifics of proposals so that they may lobby for acceptance, rejection, or modification. This does not mean that some issues do not demand immediate decisions. In those cases, Council must first decide whether or not to consider the question.

This approach requires much more planning on the part of the J.S.C. Executive, CONTINUED

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Late News:

We were unable to cover the A.M.A. seminar on franchise, held last October 26/76 because of our press deadlines. The scheduled speaker was Bob Pollock from the Ontario Ministry of Industry and Tourism. We will provide coverage in next month's issue.

Coming Events:

November 10, monthly A.M.A. dinner meeting. Topic: Direct Response Advertising, how direct mail is used; speaker: Donald W. Porves, Director of sales and marketing for Southam Murray Printing. Held at Park Plaza Hotel, Avenue Road and Bloor Street, cocktails at 5:30, dinner at 6:15. See Mr. Stamp, Room 368, for reservations.

November 25, there will be an all day seminar on Public Relations. Featuring guest speakers, student speakers. Lunch will be served.

December 14, seminar at 2:30, topic: Toys, and whether you advertise towards kids or parents? (tentative)

MOON PEOPLE

Publisher: St. James Student Council
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MOONSHINE BOY and GIRL



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TAKE CARE

by Ken Furness

I don't know if anyone else has noticed but during lunch, the 5th floor cafeteria has, at times, been very crowded. By crowded, I don't mean with people, I mean with people's refuse. I found it so crowded that I had to clean a spot to sit, among the "left-overs".

Although I could be wrong, I thought that leaving garbage in the lunch room went out

with asking the teacher if you could go to the washroom.

The college regard us as adults, and I feel that, as adults, we should act accordingly. We have pushed for a new cafeteria, and we should take care of it. We should prove that we are adults and can take care of this new cafeteria better than we took care of the old. We have only one chance.

STUDENT LOAN HOLDUP

To this date, October 14th, 1976, I and some others, have not received loans. I applied for one in June. I was told before sending my application, that my parents did not have to sign because of my age and because I am not living with them. I sent a note with the application to the Student Award Office letting them know this to avoid any problems. To my not-very-surprised self, the application came back with a note stating that the section for parents must be filled out.

As I was busy in June, I sent the application to my parents. They filled in the application, but felt it absolutely unnecessary. My mother wrote to the Student Awards Office and stated her feelings. The office apologized for their obvious mistake and didn't know why this had happened.

In August I wrote a letter to them to remind them of my application and suggested that they check the issue and make

sure it was being processed. In answer to this letter, on August 9th, they said the application was being processed and as soon as they received the papers, they would send the loan, which would take about two weeks.

It didn't come. I phoned a week before classes started and asked what was being done. Apparently, a mistake was made and it had to be re-processed, which would take about two weeks.

No luck. So once more I phoned to find out what the situation was. The computer system had broken down and many students and the office staff themselves were upset.

Two weeks passed. By then, I was feeling the effects of not eating right. Starvation of the brain which leads to starvation of the nerves etc. but I was still alive, thank heaven.

So after logically explaining to them the situation I was in, they said I would get a loan

in two weeks or a loan would definitely be provided somehow. Even though I am in this situation, I became very wary about a second loan after what I'd been through with them and those who were keeping me alive.

Why wasn't I contacted earlier? Why wasn't I informed about the computer breakdown earlier? Or was it just another excuse?

This situation makes me strongly realize, even more, how precious unity within our society is. Life is so precious. Surely we can take steps to better our world.

When I cry,
 I cry with you.
 When I laugh,
 I laugh with you.
 When I am neither,
 I am with you.

by Cindy, B5/2A

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Pinball Tournament

The lights were flickering and the balls ricochet, accumulating the much desired points that each player was hoping for. The ultimate goal that was etched in the players' mind was the much sought title — "G.B. Pinball Wizard".

Of the many competitors in the preliminaries, ten made it to the semi-finals. It was here that the masters were separated from the amateurs. Four finalists were then chosen; they were: Paul Palmer, Carl Isaac, Mario Cali, and Nick Kok.

These were the same guys who played together on so many occasions, trying to surpass their previous scores.

Their reflexes, wits, coolness, dexterity and style were evident. They prayed and hoped; all their skills on these machines were brought to their optimum.

The contestants, having finished playing, then gathered around the chief pinball judge, Justin Dasilva, who accumulated each of the contestants' total scores. The atmosphere was one of tension; participants anxiously awaiting the final results of their output, and the Master was announced. Master Carl Isaac, 113,086 points. The runners-up were: 2nd place, Nick Kok; 3rd place, Paul Palmer; 4th place, Mario Cali.



YOUR HOROSCOPE November 1976

ARIES

There is a brief respite during the first twenty-two days of this splendid month. You are able to relax in a happy atmosphere and to be more content with your surroundings. This is part of a continuing "maturing phase."

TAURUS

You perceive a bright light at the end of a long, dark corridor as the 6th approaches. Given a new impetus to finish chores early, you can concentrate on a personal ambition. If born May 3rd to 5th, or between four and six a.m., you are infused not only with fresh energy, but with a real sense of belonging: Loneliness is relative.

GEMINI

The first three weeks of this period are propitious for mending fences with co-workers, employers, and employees. Do not shirk duties, even though you may have difficulty settling down to daily routine. Brush off minor disturbances and, above all, keep your sense of fair play.

CANCER

Move in ever-widening social circles for the first part of this memorable thirty-one day period. Choose pastimes that are personally relaxing, so that your attention is taken away from professional problems. Sports, dancing, singing, and theatricals of all kinds are a few amusements that you may find especially intriguing.

LEO

The home base of operations is still stressed for the first three weeks of this engaging month. A domestic problem should be handled with authority but also with dispatch. Postponing a household affair because your energies are otherwise engaged only puts off the decision. Take time out from your busy schedule to mediate a discussion.

VIRGO

Communications are favored as a personal matter condition improves. You are extremely sharp-witted around the 6th, when a trip could prove advantageous. This is a good time to absorb knowledge: Read books that have to do with his-

tory and the traditions and cultures of foreign countries.

LIBRA

Keep a tight hold on your purse strings until the 23rd. If you absolutely cannot resist a bargain (and the merchandise is needed), check materials carefully for flaws; be sure workmanship passes inspection all the way down the line. A "real buy" may turn out not to be a "real buy" at all.

SCORPIO

With your birthday cycle still in swing until the 21st, make it your business to be very outgoing: being stand-offish, reticent, or "holding back" nets you nothing except frustration. Graciously do what is asked, grant favors, perform onerous tasks, and insist that the daily routine is carried out smoothly. You move with ease among several diverse elements of society.

SAGITTARIUS

This scintillating thirty-day interval is very special, because your birthday period begins on the 22nd. Because you will be more influential at this time, simplify routine so that there will be more time to concentrate on a particularly meaningful enterprise.

CAPRICORN

Stabilize your position this month by paying strict attention to business matters — but not to the exclusion of your mate or close personal friend. You have the energy (and talent) to work in several diversified areas at once. Call upon your inventive "know how" to help smooth over a current difficulty.

AQUARIUS

This is a more relaxing month than October, although there appear to be several areas that require concentrative effort. Uncharacteristically impulsive action or speech should be eschewed. But, do not force "niceness" to the point of being fulsome or you may alienate. Be yourself. Imperturbability is the key word.

PISCES

This interval is propitious for seeking new modes of ex-flow. "You have a marvelous sensitivity and innate understanding that makes your viewpoint very special."

VACATIONS ...

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Have you ever wondered why less and less of the money you make sticks to your fingers, or why successive raises in your income seem to do little to improve your standard of living? If you have, personal financial planning is the best method to help you make the most out of the money you make.

An attitude to money

A major part of our time, energy and creativity goes into earning our livelihood. Yet at the same time we constantly assure ourselves, and everyone else, that money "isn't everything, can't buy happiness, and doesn't make the man." It is not certain why we are so embarrassed and uncomfortable about money.

There is no doubt that most of us stay out of real money trouble. But it is equally true that most of us "feel the pinch." Sound money management, including credit management, has never been more important than it is in these days of high taxation and rising inflation.

Taxation and Inflation have been taking a big bite of the additional money the family earned. The point to keep in mind is, that even with good money management habits, it is harder to live comfortably today than it was in previous years. Earning a good income is only part of the battle of coping with today's demanding financial pressures.

The first thing we must recognize is that "money at our disposal" doesn't mean just how much money we have on hand. That is part of it, as well as, how much we earn, and how much is left to us after we have accounted for taxes, inflation, and our many fixed expenses. Once you know where you stand, you can begin to budget your resources, establish your priorities, and decide how much you can afford to carry in credit charges.

If you feel that your financial affairs are a little, or a lot, out of control, but you're not sure what to do about it, perhaps you should construct a program of better money management.

Do you really need a money-management program?

To help you decide, ask yourself these questions:

- Are you able to live easily within your means?
- Are you spending your money on the things you really want and need?

— Are you able to pay your bills?

— Are you able to save money on a regular basis?

— Are you able to meet installment payments?

— Are you able to meet loan payments?

— Are your debts increasing or decreasing?

— Are you financially prepared to cope with emergency expenditures?

If you're not sure of the answers, or if you aren't happy about the answers you come up with, now may be a good time as any to do something about it.

Your lifestyle

Successful money-management depends upon yourself. You should be able to know what you can or can't afford or what you really need or don't need.

Let's assume that your income is fixed, then your spending will be determined by your circumstances, your tastes and your preferences. If your business or job demands that you entertain clients at home frequently, then of course, it will be difficult to avoid high liquor and food bills.

If living in a large suburban house is important to you, then you may have to give up going on long expensive vacations, or buying a new wardrobe each year. Or, if your family's security is important then a certain amount of your income will go towards insurance or savings accounts.

Whatever you do will be your own choice. You pick your lifestyle, it doesn't pick you.

Your money plan

Setting up a money-plan and sticking to it will yield tremendous results and satisfactions. Instead of guessing at it, you will know exactly where you stand financially.

A money-plan does not mean penny-pinching; nor does it mean poring over ledgers and recording the cost of every little item which is bought.

This plan means having the freedom to choose your spending, not have it forced upon you.

Organizing a money plan is a demanding, onerous, time consuming business. It's object is to replace the careless spending ways with good spending habits for your comfort and happiness that will last a "lifetime".

The targets you're aiming for

When deciding what you are striving for, or saving for, be sure it is within your means. Don't decide to save

for a car and want a costly dinner each week too.

Your goals must be realistic, reflecting your present means, your reasonable expectations, and your priority needs. A too high a goal will result in failure in the long run. Sound planning must express individual tastes and preferences.

Your cash flow

Successful money management demands that you keep an accurate, up-to-date, record of this "cash flow". Not knowing where your money goes, you won't be able to get it to where you want it.

SETTING UP YOUR MONEY PLAN STEP 1

— use a sheet of paper for every month

— look for anything that tells you where your money went — i.e. pay slips, record book, memory

— look at a savings account passbook for deposits

— get out cancelled cheques or cheque stubs

— receipted bills

— credit card statements, department store statements

— sort your income & expenses, and record in appropriate month

— transfer each month's information onto a cash-flow chart

Ask yourself these questions: 1) Have you saved anything? 2) Are you less in debt?

STEP 2

— after recording facts, evaluate your cash flow

— look over "discretionary" expenses and evaluate them; i.e. expenses such as entertainment and vacations

— Some "fixed" expenses cannot be changed; i.e. Rent, Hydro

— decide what expenses can be rearranged to fit your needs

— list all bills not paid

— divide by 12 months to balance each payment into twelve equal payments

STEP 3

— decide what time period is best suited for your needs

— co-ordinate your expenses to the flow of your income

— decide which of your fixed regular expenses should be paid out of each pay cheque

— how much to set aside and how often for big bills that are irregular

— don't record each purchase in detail — just major items; day to day business takes care of itself

— check bank statements and passbook(s) every month to make sure all is going well

— include an "emergency" item in your plan

— two advantages for this: (1) cushion to fall upon if you over-spend in one category; (2) if you don't spend it all after a few months (or a year) it's your reward for planning

STEP 4

— from time to time review and re-evaluate your spending

— be prepared to challenge all your assumptions, past and present, about your real needs and wants

— question each expenditure (or projected expenditure) carefully

— no expense is so sacred or entrenched that it can't be thoroughly questioned

— but only you can make the final decision as to what you really need

Three basic rules to follow in making your plan work

(1) Keep your plan current

— don't worry about book-keeping (bank records do that) but record any change in your plan carefully

Be Realistic

— you will inevitably over-spend from time to time so make sure you plan for "emergencies", then you won't "borrow" from other categories

(3) Review and Revise

— study your plan for new opportunities to economize as plans seldom stay fixed for all time. Problems become solved, goals are either achieved or abandoned, and incomes rise and fall. These changes should reflect in your plan.

Inspired by:

E. Daigle

Written by:

Sec. Sci. Students:
Donna, Linda, Marcia,
Jana, Vicky

HOW ABOUT SOME
SYMPATHETIC
UNDERSTANDING

WE ALL LIKE IT
SOMETIME

At this stage in time, I would like to remind you that part of your \$35.00 activity fees provides the necessary money needed to purchase equipment for your sporting and recreational activities. One must take into consideration that the equipment is "yours"; to alienate them from you — whereby destructive forces come into play — is simply not right. Certain equipment — e.g. the soccer machine — have obviously felt the wrath of a sore loser, or felt the physical punishment of our everyday super man.

My only advice is "The equipment belongs to you. Protect it — it would be faithful and true."

Cliff Mendez
Social Convener

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RECREATION

Tennis instruction

Classes are held on Tuesday and Thursday, Kensington Campus, 4:15 p.m. to 6:00 p.m.

Karate

There are no classes now due to lack of enrolment. If any student is interested, please register at nearest Athletic office. Classes will start as soon as the enrolment is full. Fee — \$10.00 per semester.

Archery

Due to lack of registration, Archery has been postponed until further notice. If you are interested, contact the Athletic office now, 967-1212, ext. 431.

Table Tennis

Table tennis is held Tuesday & Thursday, 6:00 p.m. to 7:30 p.m., Kensington Campus. Participation has been lacking. Everybody welcome.

Bowling (5-pin bowling)

If you like bowling, why not register and form a league! Games will be played on Monday & Wednesday, 4:00 p.m. to 6:00 a.m. Place — Bowlaway Lanes — St. Clair & Bathurst. Fee — \$10.00 per player

Roller Skating

Roller Skating has been cancelled due to lack of participation. We will try again at the end of the month. Register now, and please look for posters.

BOXING

Boxing has begun. Classes are held Monday & Wednesday, 4:00 p.m. to 6:00 p.m. Casa Loma Gym. For more information call 967-1212, ext. 431.

Curling

In order to make the event go, the registration must be done in advance. First curling date is October 28, 1976, at The Terrace.

Fitness Classes

Fitness Classes are held Monday & Wednesday, 6:00 p.m. to 8:00 p.m., Kensington Gym. Participation has been good. If you are interested, you are still welcome to come out.

Skiing

Registration starts October 18, to October 29. Please look for posters. The event will only be successful if the students get involved. Date of trip to be determined.

Weight-lifting

The training room is open from 11:00 a.m. to 1:00 p.m. and 3:00 p.m. to 6:00 p.m. at Casa Loma Campus. For more information, contact the Athletic office, 967-1212, ext. 431.

INTRAMURALS

Ice hockey

Ice hockey has started. The games are played Monday & Tuesday, 6:00 p.m. to 7:00 p.m. at Bill Bolton Arena. The games have a recreational atmosphere and are non-contact. A team entering the league must consist of 11 players. There is still plenty of empty spaces to be filled, so if you are interested register now. The fee is \$10.00 per player.

Coso Hockey (Ball Hockey)

Coso hockey is held Tuesday — 7:30 p.m. to 10:00 p.m., Casa Loma Campus.

Volleyball (Coed)

Volleyball is held on Thursday, 8:15 p.m. to 10:00 p.m., Casa Loma Gym.

VARSITY

Men's Basketball

The team has been selected. If you feel you can contribute to the team, please drop by at Casa Loma Gym. Practice times: 4:00 p.m. to 5:30 p.m. Monday to Friday. Your support will be greatly appreciated by the team and Athletic Department.

Women's Basketball

There is still need of girls to join the team. Practices are held Tuesday & Wednesday, 5:30 p.m. to 7:00 p.m., Casa Loma Gym. For further information call 967-1212, ext. 431. Your support will also be appreciated.

Men's Volleyball

There is still openings on the team, so come out and see. Practices are held on Monday & Wednesday, 8:00 p.m. at Casa Loma Campus. For more information, call 967-1212, ext. 431.

Women's Volleyball

If interested come out and see. Practices are held Monday & Thursday, 5:30 p.m. to 7:00 p.m., Casa Loma Gym. For further information call 967-1212, ext. 431.

Soccer

More players are needed to form the team. Practices are held at Stanley Park, King Street (three blocks west of Bathurst). Practices are held

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BASKETBALL

Tuesday & Thursday, 4:30 p.m. to 6:00 p.m.

Health Club

To join this club you must be a student or a staff member of George Brown College only! The hours of the program are 11:00 a.m. to 1:00 p.m., and 3:00 p.m. to 6:00 p.m. Monday to Friday. The ability for the use of the facilities depends upon the screen test that you must take. For an appointment, contact the Athletic office, 967-1212, ext. 431.

November 4th — G.B. at Niagara
November 17th — G.B. at Conestoga
November 19th — G.B. at Seneca
November 30th — G.B. at Centennial

WOMENS

November 4th — G.B. at Niagara
November 17th — Centennial at G.B.
November 22nd — G.B. at Sheridan

REGISTRATION DATES:

Nov. 1 - 12 — Basketball Intramural — Thursday 8:00 p.m.
Nov. 1 - 12 — Pushball — Tuesday 7:30 p.m.

LETTERS TO THE EDITOR

The Editor,
Full Moon
George Brown College

Sir,

The night of the party was a pleasant one, conducive to a party atmosphere, with the entire session being one of gaiety and excitement for all George Brown students present. An old saying is that "music and people go together" and that's just how it was at the St. Lawrence Hall.

On entering the dance, one got the impression that all came out to enjoy themselves; and that's just what they did.

The majority of the students in attendance were from St. James with Casa Loma bringing up the rear. One disappointing feature, however, was the scanty attendance of the teachers; perhaps the reason is that they prefer not to socialize after classes.

The general behaviour of the crowd was "cool". People were so "turned on" when the dance ended at one o'clock, they were still shouting for more; they still wanted to "wait down the place" to use a West Indian term.

On conclusion, I would say that the dance was highly successful. I have heard plans for

another dance to include all George Brown Campuses. I hope our time limit gets extended, as this our second attempt should outclass the first. Plans should start now towards motivating the majority of students to turn out.

Thanks to all who contributed.

In the interest of a future event.

Roland D. Frank

A START IN THE RIGHT DIRECTION

Ken Furness

How do you hear about the up coming events at the College? Do your friends tell you? Do you hear people talking about the events or are you like some, as it seems, to be the last to know about anything, usually after it happens?

For those who were at the old Terauley Street Campus, you will remember good or bad parts about the student radio station. When the move to the St. James Campus became evident, the station was disassembled and packed in crates, where it is to date.

The purpose of this station was, for one, to keep the students informed about upcoming events. It was also, at times used as a form of entertainment for those who had the time to listen. But, unfortunately, as fate would have it, through the course of a number of events, the station acquired a bad name.

Now that we are at a new campus, we have the chance to start again. Hopefully, with luck and good management, we can come through as the victors this time. If we work hard and more slowly, we

won't make the mistakes of the past. Indeed, if we accept the past, and learn from it, we can come out on top.

The wheels of progress have already been put into motion, let's not get caught under them. We must plan carefully, acquire good management, and most important, we must control the activities of the station and everything it is used for, it must not get out of hand again.

If we plan carefully, and have patience, we might win. As our Student Council President, David Singh, once said:

"Patience is virtue. Good things come to those who wait."

Let's remember this. We must avoid past mistakes. We must proceed slowly.

Please leave any suggestions at the newspaper office or with the Student Council.

I will try to keep you informed as we move toward the station's completion. Hopefully, with your support, we will have a second chance to correct the past and start toward the future.

See you around.

BANANA BREAD

4 tbsp. butter
1 cup brown sugar
1 egg
1-1/2 cup flour
1/2 tsp salt
1 tsp baking powder
1 tsp soda
3 ripe bananas
1/2 cup chopped nuts

Cream butter and brown sugar, add beaten egg and beat until fluffy. Sift dry ingredients — mash ripe bananas with fork and add alternately. With flour mixture and creamed mixture fold in nuts. Bake in greased wad paper lined lean pan for 60 minutes at 350F.

LATE INSERT ON RADIO STATION REPORT

by Ken Furness

The following are notes from the meeting with the principal.

Brief History

(as explained to the principal)

The radio station at the Terauley St. Campus began about three years ago through a process of osmosis, when we had a very politically active student council. The council went in front of the Board of Governors and made a proposal to have a Student Radio Station established. They received about \$5,000 to purchase equipment for the station. The money was not given directly to the student council but was given to the Electronics Department to purchase equipment for the station. At that time the administration provided space at Terauley Street for the station.

The mandate that was given to the student council was that the equipment be used for the benefit of the campus students and or possibly have linkage to other campuses by telephone lines or through daily tapes being put in the mail.

The method of distribution used at that time, was an experimental one using the R.F. distribution system of the college (a system similar to the type used by cable T.V. Company). This was titled, by the Audio-Visual Department, an "INFORMATION - DISSEMINATION - SYSTEM".

The Audio-Visual Department would broadcast visual information, such as announcements, over television, and the radio station would, so to speak, "tag-along", on the audio portion.

With this system, standard television sets were used.

During the last year of its operation, at the Terauley Street Campus, the people running the station started to run into a lot of operational problems. The student council asked the Audio-Visual Department for assistance. From then on the Audio-Visual Department became the official Production Consultant for the station. (Note: They have again offered us the same service.)

When the move from the Terauley Street Campus came, at the request of the principal and bursar, the Audio-Visual Department was asked to pack the radio stations equipment for the move to the new campus. The equipment, once placed at St. James, has not moved to date.

The Principal's Concern

"I see the issue as one of justification for the activity. If there is reasonable justification in enough people's minds, that this is a valid thing to do, we'll find a way of doing it."

One of the reasons the radio station failed before, was that it was a club. This time it is felt that it should be part of the Students Council. It should be operated for the benefit of the students as a whole and not for the benefit of the group who run it.

We, the people trying to get the radio station back to the students, need help. We need student help and support in getting the station back in operation. Remember, the station is for your benefit.

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Course

Contents:

by James Jewell

I am a student in my fourth semester of the Business Administration program in the Business and Commerce section of this campus. I suppose in the eyes of most teachers I am not mature enough or lack the knowledge to comment on such important matters as course contents. However, because I am a fee paying student and have been here for over three semesters I do have the right to comment on whether I am getting my money's worth.

At this stage of my education I have become very critical of some of the assignments teachers give out. Some assignments are totally irrelevant to the courses of study and in general are a waste of time to the students. An example is my Human Relations teacher and the assignment she gave me in second semester. The assignment required that I go out and stand at a street corner and count cars and the way that they turned. What has

counting cars got to do with Human Relations. This presents an interesting point. It seems to me that teachers give out assignments just for the sake of accumulating marks. Take for example the number of case studies a marketing student will be required to do during his stay at this campus. If you question the teachers about the relevancy or importance of these assignments their answer is if you don't do them you will lose marks!

Another source of frustration for students is the attitude teachers take in regards to their course. They come on as if they possess all the knowledge about business and the way things should be done and we are just students. If you question teachers about their knowledge or background and whether their approach to business is right they become upset.

After all you shouldn't question a teacher; I mean if what they were teaching

wasn't right, they wouldn't be teaching. This is what teachers and administration tell you anyway. Teachers also present their texts as if it was the only one created and contains all the information needed to survive in the business world. In general teachers take too long to cover the required material for their courses and texts. In most cases any chapter in any text could be covered in four days. In general most teachers have been out of the real business world for four to five years and as such have lost touch with the real business world. Their attitude and courses reflect this out of touch attitude that they play with students. Some of these are: It's been done before; Why don't you; Yes but, Corner, Courtroom, Self-express and classics I'm only trying to help you and now I've got you. These games put students off and deter them from trying to honestly communicate with teachers.

My point in writing this is that there has to be course curriculum advisory committees set up to enable courses to meet the needs of teachers, students and the business world. These committees should be made up of students, teachers and business people to help keep courses up-to-date. Also students should be given the chance to evaluate teachers and their teaching methods at the end of each semester. After all it's only fair that students evaluate teachers if teachers can evaluate students. This can only help to improve communications between students and teachers. Also why doesn't this campus's faculty association have a position on it for a student advisory. Why doesn't the Student Council have a position for a faculty advisor. These suggestions can only help to improve communications and courses to benefit students and teachers.

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ST. LAWRENCE HALL

by Doorman

After the inter-campus dance at the St. Lawrence Hall, this writer revisited the place to help clean the drinks and learn a little more about its history. One of the employees, George Ogston, was my guide, and indeed, a very knowledgeable, energetic and friendly one he turned out to be.

The hall, a three-storey structure, was rebuilt on the site of the St. Patrick's Hall which was gutted in the first great fire of Toronto (in April 1849). This fire started in one of the outhouses of a tavern at the corner of Jarvis and King Streets and quickly enveloped the other wooden buildings of the city. So great was the conflagration, that the city fathers banned the erection of wooden buildings in Toronto.

Out of the ashes of St. Patrick's Hall rose the St. Lawrence Hall which was to be used as a meeting place for every strata of society. The saga of the St. Lawrence Hall is truly interesting. It was originally built as a community centre; but then the "community" comprised only the very rich.

It was used as the grand concert and ballroom for the wealthy at the turn of the century; as a Duss House during the Great Depression; as an

Army Barracks during World War I; as a Transient House during the winter years after the war; as a cycle sales and maintenance store during the era of the penny-farthing bicycles and within more recent times as the home of the National Ballet Company; and the dance hall of St. James Students' Council, George Brown College.

Most students consider the St. Lawrence Hall as the place to get off the street-car when coming to school; but there is more to it than that.

22-Carat gold

The ceiling of the main ballroom where our dance was held is decorated with 22-carat gold leaves in a Renaissance style. The gasifier (a chandelier that burns gas) was built in Toronto at a cost of \$17,000 and each of the 11 gas lamps on the walls cost \$550.

Most of the antique and exquisite furniture were stored away during the dance; but these artifacts were shown to me on my tour. There were chairs, sofas and other furniture, some genuine, some were replicas of originals. They were all well-cared for and very expensive. During this tour, this writer saw the hall in another dimension; a link with the past.

Famous People

Apart from George Brown students, many famous persons have visited the hall from time to time. In 1851, Jenny

Lind, the famous Swedish opera, sang there. The antique Heinzman piano that graces the stage was the same one that was used to accompany her. Tickets were sold at \$4 and \$3 (the cost of two month's groceries in those days).

Ferini, the second man to cross Niagara on a tight-rope, performed there on a rope strung from the gallery to a point above the stage. Entrance fee was 50 cents.

The fathers of Confederation all spoke there at one time or another, men like Sir John A. MacDonald, D'Arcy McGee and our own George Brown, converted separatist, after whom our college was named.

Door man would like to apologize to the late-comers who had to be turned away when there was no more room. Those who were in had a wonderful time. Unlike the olden days, when the grand balls started at 8 p.m. and went on until 8 a.m. the next day, ours had to cease at 1 a.m.

To close on a most pleasing note, the management of the hall thought that the behaviour of the students was exemplary. This writer was pleased (not surprised) to hear such remarks being made about our students. Take a bow fellow George Browners!